



2015 GSU Tobacco Products and Risk Perceptions Survey
August-September, 2015
- Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to OSD.

SNO	19918
Survey Name	2015 Tobacco Products and Risk Perceptions Survey
Client Name	Porter Novelli
G&A WBS	
Project Director Name	Neuenschwander
Team/Area Name	G&A

Samvar (Include name, type and response values. "None" means none. Blank means standard demos. This must match SurveyMan.)	XPORTER (1=Gen Pop; 2=Smoker Augment)
Sample specs	
Timing Template Required (y/n)	Enabled by default
Multi-Media	

Important: Do not change Question numbers after Version 1; to add a new question, use alpha characters (e.g., 3a, 3b, 3c.) Changing question numbers will cause delays and potentially errors in the program.

2015 GSU Tobacco Products and Risk Perceptions Survey
August-September, 2015
- Questionnaire -

[PROGRAMMER NOTE: DO NOT PROGRAM INSTRUCTIONS/TEXT IN GRAY. THIS IS FOR CS TEAM REFERENCE ONLY]

[PROGRAMMER NOTE ON CODING THROUGHOUT:

REFUSED = -9 (INCLUDING IF Q NOT ASKED BECAUSE REFUSED ON PRIOR BRANCHING Q)]

Section I: Product Awareness, Usage, Quitting

Cigarettes

Everyone

[DOUBLE PROMPT]

CGEV100. Have you smoked at least 100 cigarettes in your entire life? One hundred cigarettes is equal to 5 packs.

1	Yes
0	No

Anyone who has smoked 100 cigarettes

[IF CGEV100=1 (YES)]

[DOUBLE PROMPT]

CGNOW. Do you now smoke cigarettes every day, some days, or not at all?

2	Everyday
1	Some days
0	Not at all

DATA-ONLY VARIABLE: SMOKER [SP]

LOGIC:

IF CGNOW = 1 OR 2 SMOKER = 1;

IF CGNOW = 0 SMOKER = 2.

Current smoker 1
 Former smoker..... 2

[TERMINATE IF [XPORTER = 2 (SMOKER AUGMENT SAMPLE) AND (CGEV100 = 0 (NO) OR CGNOW = 0 (NOT AT ALL) OR (IF CGEV100 OR CGNOW REFUSED))] OR [IF XPORTER=1 (GEN POP) AND (CGEV100=REFUSED OR CGNOW=REFUSED)]]

Non-daily current smokers

[IF CGNOW=2 (SOME DAYS)]

CGFRQ30. During the past 30 days, on how many days did you smoke cigarettes?

____ Days

[NUMBER BOX, ALLOW 0-30]

Current smokers

[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]

CGDYQTY. On average, on the days that you smoke, how many cigarettes a day do you smoke? A pack usually has 20 cigarettes in it.

____ Cigarettes per day
[Number box, allow 1-500]

Current and former smokers

[IF CGEV100=1 (YES)]

[IF VALUE ENTERED IS GREATER THAN CURRENT AGE, PROMPT FOR NEW VALUE WITH TEXT: "The age you've entered is older than your current age"].

CGSTAGE. Think about the first time you smoked cigarettes. How old were you at that time?

____ years old
[Number box, allow 0-PPAGE]

Current smokers

[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]

CGQTPLN. What best describes your plans regarding quitting smoking cigarettes?

1	Intend to quit in the next 7 days
2	Intend to quit in the next month
3	Intend to quit in the next 6 months
4	Intend to quit in the next year
5	Intend to quit someday, but not within the next year
6	Never plan to quit

Current smokers

[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]

CGQTATPY. In total, how many times in the past 12 months have you tried to quit smoking cigarettes completely? If you have not tried to quit smoking cigarettes completely in the past 12 months, please enter 0.

____ times
[NUMBER BOX, ALLOW 0-365]

Former smokers

[IF CGNOW=0 (NOT AT ALL)]

[IF VALUE ENTERED IS AFTER THE CURRENT DATE OR BEFORE THE YEAR OF BIRTH, PROMPT FOR NEW VALUE WITH TEXT: "The month and year you've entered is either in the future or occurs before you were born. Please enter a valid month and year."]

CGQTLT. When did you completely quit smoking cigarettes?

MONTH [NUMBER BOX TO CAPTURE MONTH, RANGE 1-12]
YEAR (YYYY) [NUMBER FIELD TO CAPTURE YEAR, 1915-2015]

Former smokers

[IF CGNOW=0 (NOT AT ALL)]

CGSMRLP. How likely are you to go back to smoking cigarettes in the future?

-2	Very unlikely
-1	Somewhat unlikely
0	Neither unlikely nor likely
1	Somewhat likely
2	Very likely

Current smokers and former smokers

[IF CGEV100=1 (YES)]

[RANDOMIZE AND RECORD ORDER OF CGQSE1-CGQSE9]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: “We would like to have your answers for each row in this question grid”]

CGQSE_ Have you ever done any of the following to try to quit smoking?

CGQSE1. Gave up cigarettes all at once	
CGQSE2. Gradually cut back on cigarettes	
CGQSE3. Switched <u>completely</u> to electronic vapor products such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), or e-vaporizers	
CGQSE4. <u>Substituted some</u> of my regular cigarettes with electronic vapor products, such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tanks	
CGQSE5. Switched to mild or some other brand of cigarettes	
CGQSE6. Used nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler <u>or</u> used medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline	
CGQSE7. Got help from a telephone quit line, a website such as Smokefree.gov, or from a doctor or other health professional	
CGQSE8. Used little cigars, filtered cigars or cigarillos	
CGQSE9. Used any of the following: traditional cigars, snus, chewing tobacco, dip or snuff, dissolvables, hookah, or “heat-not-burn”	
1	Yes
0	No

Current smokers who have at least 1 quit attempt in the past 12 months and former smokers

[IF (CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS) AND CGQTATPY > 0) OR (CGNOW=0 (NOT AT ALL))]

[SHOW RESPONSES FROM CGQSE1-CGQSE9=1 (Yes); USE SAME ORDER AS CGQSE]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: “We would like to have your answers for each row in this question grid”].

[REPEAT THE HEADER TEXT AFTER 4TH OPTION]

CGQS_ [IF DOV_SMOKER = 1 (CURRENT SMOKER): Now, think about the last time you tried to quit smoking. When you last tried to quit smoking, did you do any of the following?/
 IF DOV_SMOKER = 2 (FORMER SMOKER): Now, think about the time you quit smoking for good.
When you quit smoking for good, did you do any of the following?]

CGQS1. Gave up cigarettes all at once	
CGQS2. Gradually cut back on cigarettes	
CGQS3. Switched <u>completely</u> to electronic vapor products, such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tanks	
CGQS4. <u>Substituted some</u> of my regular cigarettes with electronic vapor products, such as e-cigarettes, vape-pens, hookah-pens, electronic hookahs (e-hookahs), electronic cigars (e-cigars), electronic pipes (e-pipes), e-vaporizers, or tanks	
CGQS5. Switched to mild or some other brand of cigarettes	
CGQS6. Used nicotine replacements like the nicotine patch, nicotine gum, nicotine lozenges, nicotine nasal spray, or nicotine inhaler <u>or</u> used medications like Wellbutrin, Zyban, bupropion, Chantix, or varenicline	
CGQS7. Got help from a telephone quit line, a website such as Smokefree.gov, or from a doctor or other health professional	
CGQS8. Used little cigars, filtered cigars or cigarillos	
CGQS9. Used any of the following: traditional cigars, snus, chewing tobacco, dip or snuff, dissolvables, hookah, or "heat-not-burn"	
1	Yes
0	No

[PROGRAMMING INSTRUCTION: ALL PRODUCT USE SECTIONS, EXCEPT FOR CIGARETTES, WILL BE PRESENTED IN RANDOMIZED ORDER. THIS INCLUDES THE SECTIONS THAT IMMEDIATELY FOLLOW THIS INSTRUCTION: EVPS, LCCS, TRADITIONAL CIGARS, HOOKAH, HEAT-NOT-BURN]

Electronic Vapor Products

[DISPLAY]

EC. Next, we'd like to ask about **electronic vapor products**, such as e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens and personal vaporizers/mods.

These devices are battery-powered and usually contain a nicotine-based liquid that is vaporized and inhaled. Some can be bought as one-time use, disposable products, while others are reusable with a rechargeable battery and a cartridge or tank system.

Disposable electronic vapor products, cartridges, and e-liquids come in many different flavors and nicotine concentrations. Some common brands include Fin, NJOY, Blu, e-Go and Vuse.

As you answer the next set of questions on **electronic vapor products**, please think ONLY about your use of these products without marijuana or THC.

[SHOW GENERIC IMAGE OF E-VAPOR PRODUCTS;



Everyone

[DOUBLE PROMPT]

ECAWARE. Have you ever seen or heard of any type of electronic vapor product, such as e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens or personal vaporizers/mods before this study?

1	Yes
0	No

If aware of e-vapor

[IF ECAWARE=1 (YES)]

[PROMPT]

ECAWAR. How much have you seen or heard about any type of electronic vapor product, such as e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens or personal vaporizers/mods before this study?

1	Just a little
2	Some
3	A lot

If aware of e-vapor

[IF ECAWARE=1 (YES)]

[DOUBLE PROMPT]

ECEVER. Have you ever used electronic vapor products, even one or two times?

1	Yes
0	No

If ever used e-vapor

[IF ECEVER=1 (YES)]

[DOUBLE PROMPT]

ECUSE30. In the past 30 days, have you used electronic vapor products, even one or two times?

1	Yes
0	No

If used e-vapor in past 30 days

[IF ECUSE30=1 (YES)]

ECFRQ30. On how many of the past 30 days have you used electronic vapor products?

___ **[NUMBER BOX, RANGE ALLOWED 1-30]**

If ever used evps

[IF ECEVER=1 (YES)]

[DOUBLE PROMPT]

ECNOW. Do you now use electronic vapor products every day, some days, rarely, or not at all?

3	Every day
2	Some days
1	Rarely
0	Not at all

DATA-ONLY VARIABLE: EVP [SP]

LOGIC:

IF ECNOW = 1 OR 2 OR 3 EVP = 1;

IF ECNOW = 0 EVP = 2.

Current EVP user 1

Former EVP user 2

Ever used e-vapor

[IF ECEVER=1 (YES)]

[PROMPT]

ECEVREG. Have you ever used electronic vapor products fairly regularly?

1	Yes
0	No

Current and former smokers who have ever tried EVPs

[IF CGEV100=1 (YES) AND ECEVER=1 (YES)]

ECSITEV. Have you ever used electronic vapor products in situations where you could not smoke regular cigarettes?

1	Yes
0	No

Current and former smokers who have ever used evps in situations where they could not smoke

[IF ECSITEV=1 (YES)]

ECSIT30. During the past 30 days, did you use electronic vapor products in situations where you could not smoke regular cigarettes?

1	Yes
0	No

Anyone who has ever tried e-cigarettes

[IF ECEVER=1 (YES)]

[IF VALUE ENTERED IS GREATER THAN CURRENT AGE, PROMPT FOR NEW VALUE WITH TEXT: "The age you've entered is older than your current age"].

ECSTAGE. Think about the first time you ever used electronic vapor products. How old were you at that time?

____ years old

[NUMBER BOX, ALLOW 0-PPAGE]

Current and former e-cig users

[IF ECEVER=1 (YES)]

ECTYPRCH. Please think about the electronic vapor product you **[IF DOV_EVP = 1 (CURRENT EVP USER): use /**

IF DOV_EVP = 2 (FORMER EVPUSER) OR DOV_EVP=MISSING: used] most of the time. **[IF DOV_EVP = 1 (CURRENT EVP USER): Is/ IF DOV_EVP = 2 (FORMER EVP USER): Was]** your electronic vapor product rechargeable?

1	Yes
0	No
9	Don't know

Current and former e-cig users who EVP is rechargeable (ECTYPRCH EQ YES or Don't know)

[IF ECTYPRCH =1 (YES) OR 9 (DK)

ECTYPCRT. **[IF DOV_EVP = 1 (CURRENT EVP USER): Does/ IF DOV_EVP = 2 (FORMER EVPUSER) OR DOV_EVP=MISSING: Did]** your electronic vapor product use cartridges?

1	Yes
0	No
9	Don't know

Current and former e-cig users who EVP is rechargeable (ECTYPRCH EQ YES or Don't know)
and ECTYPCRT EQ NO or Don't know (using a cartridge yes or don't know)
((ECTYPRCH EQ YES or Don't know) and (ECTYPCRT EQ NO or Don't know))

[IF ECTYPCRT =0 (NO) OR 9 (DK)

ECTYPTNK. [IF DOV_EVP = 1 (CURRENT EVP USER):Does/ IF DOV_EVP = 2 (FORMER EVPUSER)
OR DOV_EVP=MISSING: Did] your electronic vapor product use a tank system?

1	Yes
0	No
2	Not sure

Anyone who has ever tried e-cigarettes

[GRID]

[IF ECEVER=1 (YES)]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: "We would like to have your answers for each row in this question grid"].

ECFLVEV. Have you ever used electronic vapor products that are:

ECFLVEV1. unflavored?
ECFLVEV2. tobacco flavored?
ECFLVEV3. flavored <u>but not with tobacco flavor</u> ?

1	Yes
0	No

Anyone who has ever tried EVPs with flavors (ECFLVEV2 EQ YES or ECFLVEV3 EQ YES)

[IF ECFLVEV2 EQ (1) YES OR ECFLVEV3 EQ (1) YES]

ECFLVST. When you first started using electronic vapor products, were they flavored?

0	No, unflavored
1	Yes, tobacco flavored
2	Yes, flavored <u>but not tobacco flavor</u>
9	Don't remember

Anyone who has used EVPs in the past 30 days and has ever used flavors (ECFLVEV2 EQ YES or ECFLVEV3 EQ YES)

[(IF ECUSE30=1 (YES)) AND (ECFLVEV2 EQ (1) YES OR ECFLVEV3 EQ (1) YES)]

ECFFLV30. In the past 30 days, have you used electronic vapor products that are flavored (including tobacco flavor)?

1	Yes
0	No

EVP users who have used flavors in past 30 days

[IF ECFFLV30=1 (YES)]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: "We would like to have your answers for each row in this question grid"].

ECFL30. Which flavors have you used in electronic vapor products in the past 30 days?

ECFL30_1. Mint, Wintergreen, Menthol
ECFL30_2. Fruit (e.g. cherry, blueberry, strawberry, watermelon, coconut, etc.)
ECFL30_3. Coffee (coffee or any related flavor – e.g. espresso, latte, cappuccino, etc.)
ECFL30_4. Candy or dessert flavors (e.g. caramel, vanilla, chocolate, ice cream, mud pie)
ECFL30_5. Spice (e.g. clove, cinnamon, nutmeg)
ECFL30_6. Alcohol or cocktail (e.g. wine, bourbon, rum, brandy, tequila, whiskey, beer, mai-tai, daiquiri)
ECFL30_7. Tobacco flavor
ECFL30_9. Some other flavor (specify)

1	Yes
0	No

Current EVP users

[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

ECNT. Does the electronic vapor product you usually use contain nicotine?

1	Yes
0	No

Current product users

[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

[NUMBER BOX, 0-365]

ECQTAT12. In total, how many times in the past 12 months have you tried to quit electronic vapor products completely? If you have not tried to quit using electronic vapor products completely in the past 12 months, please enter 0.

_____times

Anyone who has never used EVPS

[IF ECEVER=0 (NO)]

ECCUR. Have you ever been curious about using an electronic vapor product?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Anyone who has never used evps

[IF ECEVER=0 (NO)]

ECSOON. Do you think you will try an electronic vapor product soon?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Anyone who has never used evps

[IF ECEVER=0 (no)]

ECFRND. If one of your best friends were to offer you an electronic vapor product, would you try it?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Little Cigars and Cigarillos

[DISPLAY]

LC. Next, we'd like to ask about **little cigars, cigarillos, and filtered cigars**. These products go by lots of different names, so please use these descriptions and photos to understand what they are.

Little cigars, cigarillos, and filtered cigars are smaller than traditional cigars. They are usually brown. Some are the same size as cigarettes, and some come with plastic or wood tips. Some common brands are Black & Mild , Swisher Sweets, Dutch Masters , Phillies Blunts , Prime Time , Winchester , and White Owl .

[SHOW GENERIC IMAGES OF LITTLE CIGARS, CIGARILLOS, AND FILTERED CIGARS. THESE DEPICT PRODUCTS WITH A TIP, WITH A FILTER, AND WITHOUT TIP OR FILTER.]



Everyone

[DOUBLE PROMPT]

LCAWARE. Have you ever seen or heard of little cigars, cigarillos, or filtered cigars before this study?

1	Yes
0	No

If aware of LCCs

[IF LCAWARE=1 (YES)]

[DOUBLE PROMPT]

LCEVER. Have you ever smoked little cigars, cigarillos, or filtered cigars, even one or two puffs?

1	Yes
0	No

If ever used LCCs

[IF LCEVER=1 (YES)]

[DOUBLE PROMPT]

LCMJ. When you smoked little cigars, cigarillos, or filtered cigars, did you smoke them...

1	<u>only with tobacco</u> inside
2	<u>only with marijuana</u> inside
3	with <u>and</u> without marijuana inside

If answered 3 to LCMJ

[IF LCMJ= 3 DISPLAY]

LCONLY. As you answer the next set of questions on **little cigars, cigarillos, and filtered cigars**, please think **ONLY** about your use of these products **without** marijuana in them.

[NEW SCREEN]

If ever used

[IF LCEVER=1 (YES)]

[DOUBLE PROMPT]

LCUSE30. In the **past 30 days**, have you smoked little cigars, cigarillos, or filtered cigars, even one or two puffs?

1	Yes
0	No

If used [product] in past 30 days

[IF LCUSE30=1 (YES)]

LCFRQ30. On how many of the past 30 days have you smoked little cigars, cigarillos, or filtered cigars?

___ **[NUMBER BOX, ALLOW 1-30]**

If ever used LCCs

[IF LCEVER=1 (YES)]

[DOUBLE PROMPT]

LCNOW. Do you now use little cigars, cigarillos, or filtered cigars every day, some days, rarely, or not at all?

3	Every day
2	Some days
1	Rarely
0	Not at all

Ever used LCCs

[IF LCEVER=1 (YES)]

[DOUBLE PROMPT]

LCEVREG. Have you ever smoked little cigars, cigarillos, or filtered cigars fairly regularly?

1	Yes
0	No

Anyone who has ever used little cigars or cigarillos

[IF LCEVER=1 (YES)]

[IF VALUE ENTERED IS GREATER THAN CURRENT AGE, PROMPT FOR NEW VALUE WITH TEXT: "The age you've entered is older than your current age"].

LCSTAGE. Think about the first time you smoked little cigars, cigarillos, or filtered cigars. How old were you at that time?

___ years old

[NUMBER BOX, ALLOW 0-PPAGE]*Anyone who has ever used little cigars or cigarillos***[IF LCEVER=1 (YES)]****[PROMPT]****LCFLVEV.** Have you **ever** smoked little cigars, cigarillos, or filtered cigars with flavors other than tobacco flavor?

1	Yes
0	No

*Ever LCC users (tobacco) who have used flavors***[IF LCFLVEV=1 (YES)]****LCFLVST.** **When you first started** smoking little cigars, cigarillos, or filtered cigars, were they flavored to taste like mint, wintergreen, menthol, fruit, coffee drinks, candy, desserts, spices, alcohol drinks, or any other non-tobacco flavor?

1	Yes
0	No
9	Don't remember

*Current, past 30 days, LCC users who have used flavors***[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY) AND LCUSE30=1 AND LCFLVEV=1]****LCFFLV30.** **In the past 30 days**, were any of the little cigars, cigarillos, or filtered cigars you smoked flavored to taste like mint, wintergreen, menthol, fruit, coffee drinks, candy, desserts, spices, alcohol drinks, or any other non-tobacco flavor?

1	Yes
0	No

*Current, past 30 days LCC users who used a flavored product in the last 30 days**[Yes to previous question]***[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY) AND LCUSE30=1 AND LCFFLV30=1]****[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: "We would like to have your answers for each row in this question grid"].****LCFL30.** Which flavors have you used in little cigars, cigarillos, or filtered cigars **in the past 30 days**?

LCFL30_1. Mint, Wintergreen, Menthol
LCFL30_2. Fruit (e.g. cherry, blueberry, strawberry, watermelon, coconut, etc.)
LCFL30_3. Coffee (coffee or any related flavor – e.g. espresso, latte, cappuccino, etc.)
LCFL30_4. Candy or dessert flavors (e.g. caramel, vanilla, chocolate, ice cream, mud pie)
LCFL30_5. Spice (e.g. clove, cinnamon, nutmeg)
LCFL30_6. Alcohol or cocktail (e.g. wine, bourbon, rum, brandy, tequila, whiskey, beer, mai-tai, daiquiri)
LCFL30_9. Some other flavor (specify)

1	Yes
0	No

Ever LCC users who are ever smokers

[IF LCEVER=1 (YES) AND CGEV100=1 (YES)]

LCCUTDN. [IF DOV_SMOKER = 1 AND LCNOW = 1, 2, OR 3:: Do/IF DOV_SMOKER = 2 OR LCNOW=0: Did] you smoke little cigars, cigarillos, or filtered cigars as a way of cutting down on your cigarette smoking?

1	Yes
0	No

Ever LCC users who are ever smokers

[IF LCEVER=1 (YES) AND CGEV100=1 (YES)]

LCALTQT. [IF DOV_SMOKER=1 AND LCNOW = 1, 2, OR 3: Do/IF DOV_SMOKER=2 OR LCNOW=0: Did] you smoke little cigars, cigarillos, or filtered cigars as an alternative to quitting tobacco altogether?

1	Yes
0	No

Current product users

[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

LCQTAT12. In total, how many times in the past 12 months have you tried to quit little cigars, cigarillos, or filtered cigars completely?

_____ times **[number box 0-365 times]**

Anyone who has never used little cigars or cigarillos

[IF LCEVER=0 (NO)]

LCCUR. Have you ever been curious about smoking a little cigar, cigarillo, or filtered cigar?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Anyone who has never used little cigars or cigarillos

[IF LCEVER=0 (NO)]

LCSOON. Do you think you will try a little cigar, cigarillo, or filtered cigar soon?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Anyone who has never used little cigars or cigarillos

[IF LCEVER=0 (no)]

LCFRND. If one of your best friends were to offer you a little cigar, cigarillo, or filtered cigar, would you try it?

3	Definitely yes
2	Probably yes
1	Probably not
0	Definitely not

Traditional Cigars**[DISPLAY]**

TC. Next, we'd like to ask about **traditional cigars, or large (premium) cigars**. **Traditional cigars** contain tightly rolled tobacco that is wrapped in a tobacco leaf. Some common brands of cigars include Macanudo, Romeo y Julieta, and Arturo Fuente, but there are many others.

[SHOW GENERIC IMAGES OF TRADITIONAL CIGARS]

Traditional Cigars

Everyone

[DOUBLE PROMPT]

TCAWARE. Have you ever seen or heard of a traditional cigar before this study?

1	Yes
0	No

If aware of [product]

[IF TCAWARE=1 (YES)]

[DOUBLE PROMPT]

TCEVER. Have you **ever** smoked traditional cigars, even one or two puffs?

1	Yes
0	No

If ever used

[IF TCEVER=1 (YES)]**TCUSE30.** In the **past 30 days**, have you smoked traditional cigars, even one or two puffs?

1	Yes
0	No

*If ever used***[IF TCEVER=1 (YES)]****TCNOW.** Do you now smoke traditional cigars every day, some days, rarely, or not at all?

3	Every day
2	Some days
1	Rarely
0	Not at all

Hookahs

[DISPLAY]

HK. Next, we'd like to ask about smoking tobacco in a **hookah**, which is a type of water pipe. It is sometimes also called a "narghile" pipe. From now on, we will use "hookah" to refer to a water pipe or narghile pipe that is often used to smoke tobacco. There are many types of hookahs. People often smoke tobacco in hookahs in groups at cafes or in hookah bars. The picture below shows a typical hookah.



Hookah

Everyone

[DOUBLE PROMPT]

HKAWARE. Have you ever seen or heard of a hookah before this study?

1	Yes
0	No

If aware of [product]

[IF HKAWARE=1 (YES)]

[DOUBLE PROMPT]

HKEVER. Have you **ever** used hookahs, even one or two puffs?

1	Yes
0	No

*If ever used***[IF HKEVER=1 (YES)]****HKUSE30.** In the **past 30 days**, have you used hookahs, even one or two puffs?

1	Yes
0	No

*If used [product] in past 30 days***[IF HKUSE30=1 (YES)]****HKFRQ30.** On how many of the past 30 days have you used hookahs?___ **[NUMBER BOX, 1-30]***If ever used***[IF HKEVER=1 (YES)]****HKNOW.** Do you now use hookahs every day, some days, rarely, or not at all?

3	Every day
2	Some days
1	Rarely
0	Not at all

*Ever smokers who have ever tried hookahs***[IF CGEV100=1 (YES) AND HKEVER=1 (YES)]****HKEJVSCG.** How would you compare the experience of smoking hookahs to smoking regular cigarettes?

1	Hookahs are more enjoyable
0	About the same
-1	Hookahs are less enjoyable

*If aware of hookahs***[IF HKAWARE=1 (YES)]****HKHMOVSCG.** Is smoking hookahs less harmful, about the same, or more harmful than smoking regular cigarettes?

-1	Less harmful
0	About the same level of harm
1	More harmful
9	I don't know

Heat-not-Burn**[DISPLAY]**

HB. Next, we'd like to ask about "**heat-not-burn**" products. "Heat-not-burn" uses leaf tobacco like traditional cigarettes. However, these products heat the tobacco to a lower temperature than traditional cigarettes to avoid burning the tobacco. When heated, they produce aerosol with nicotine, similar to electronic cigarettes. Depending on the specific product, the tobacco is heated by either a flame (with a lighter or match) or a battery. Some brands are Eclipse, Accord, Premier, Ploom, Revo®, and iQos® with Marlboro Heat Sticks.

[SHOW GENERIC IMAGES OF HEAT-NOT-BURN]



Everyone

[DOUBLE PROMPT]

HBAWARE. Have you ever seen or heard of a “heat-not-burn” product before this study?

1	Yes
0	No

If aware of [product]

[IF HBAWARE=1 (YES)]

[DOUBLE PROMPT]

HBEVER. Have you ever used a “heat-not-burn” product, even one or two puffs?

1	Yes
0	No

If ever used

[IF HBEVER=1 (YES)]

HBUSE30. In the past 30 days, have you used a “heat-not-burn” product, even one or two puffs?

1	Yes
0	No

If ever used

[IF HBEVER=1 (YES)]

HBNOW. Do you now use a “heat-not-burn” product every day, some days, rarely, or not at all?

3	Every day
2	Some days

1	Rarely
0	Not at all

Non-combustible tobacco products*Everyone***[DOUBLE PROMPT]****[show image on same screen as NCUSE30]**

NCUSE30. In the **past 30 days**, have you used any of the following: chewing tobacco, dip or snuff, snus, or dissolvable tobacco?

1	Yes
0	No



Snus Pouches



Loose Snus, Moist Snuff,
Dip, Spit or Chew



Dissolvable Tobacco

[RANDOMIZE AND RECORD ORDER OF 3 IN-DEPTH PRODUCT SECTIONS (CIGARETTES – SECTION II, ELECTRONIC VAPOR PRODUCTS – SECTION III, LITTLE CIGARS AND CIGARILLOS – SECTION IV)]

Section II: Cigarettes - Perceptions and Knowledge

Everyone

CGIMG1. When you hear the word **cigarette**, what is the **first** thought or image that comes to mind? **Please list just one thought or image.**

[Record verbatim-coding, do not code, allow respondent to continue with no answer]

Everyone

CGIMG2. When you hear the word **cigarette**, what is the **second** thought or image that comes to mind? **Please list just one thought or image.**

[Record verbatim-coding, do not code, allow respondent to continue with no answer]

Everyone

CGIMAF1. How do you feel about this thought or image **[POPULATE WITH THOUGHT OR IMAGE NAMED IN CGIMG1]**? Please rate this thought or image and not the word “cigarette” itself.

2	Very good
1	Somewhat good
0	Neither good nor bad
-1	Somewhat bad
-2	Very bad

Everyone

CGIMAF2. How do you feel about this thought or image **[POPULATE WITH THOUGHT OR IMAGE NAMED IN CGIMG2]**? Please rate this thought or image and not the word “cigarette” itself.

2	Very good
1	Somewhat good
0	Neither good nor bad
-1	Somewhat bad
-2	Very bad

Everyone

[RANDOMIZE ORDER OF CGAFF* ITEMS]

CGAFF*. Please imagine how you would feel smoking a cigarette. For each row, please indicate how much you would feel that emotion while smoking a cigarette.

	Not at all	A little	Moderately	Quite a bit	Extremely	I don't know
	0	1	2	3	4	9
CGAFF1. Satisfied						
CGAFF2. Excited						
CGAFF3. Anxious						
CGAFF4. Dissatisfied						
CGAFF5. Bored						
CGAFF6. Relaxed						

*All current and former smokers***[IF CGEV100=1 (YES)]****CGCRAVE.** Do you ever have strong cravings to smoke cigarettes?

1	Yes
0	No
9	Don't Know

*Current smokers***[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]****CGADSF.** Do you consider yourself addicted to cigarettes?

0	Not at all
1	Yes, somewhat addicted
2	Yes, very addicted
9	I don't know

*Current and former smokers***[IF CGEV100=1 (YES)]****CGSTLT.** When you first started smoking cigarettes, how long did you think you would continue to smoke?

1	A few days
2	A few months
3	Less than a year
4	1 to 5 years
5	Longer than 5 years
8	I didn't think about it
9	I don't remember

Everyone

CGRKDY*. Imagine that you just began smoking cigarettes **every day**. What do you think your chances are of having each of the following happen to you if you continue to smoke cigarettes **every day**?

[RANDOMIZE OPTIONS BUT RANDOMIZE "LUNG DISEASE OTHER THAN LUNG CANCER" OPTION AFTER "LUNG CANCER"]

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

CGRKDY1. Lung cancer**CGRKDY2.** Lung disease other than lung cancer (such as COPD and emphysema)**CGRKDY3.** Heart disease

CGRKDY4. Become addicted

CGRKDY5. Early/Premature death

Everyone

[RANDOMIZE OPTIONS : KEEP THE SAME RANDOMIZATION ORDER AS CGRKDY AND BUT RANDOMIZE “LUNG DISEASE OTHER THAN LUNG CANCER” OPTION AFTER “LUNG CANCER”]

CGRKSDY*. Now imagine that you just began smoking cigarettes but you smoke them **only once in a while, say at parties or with friends**. What do you think your chances are of having each of the following happen to you if you continue to smoke cigarettes **only once in a while**?

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

CGRKSDY1. Lung cancer

CGRKSDY2. Lung disease other than lung cancer (such as COPD and emphysema)

CGRKSDY3. Heart disease

CGRKSDY4. Become addicted

CGRKSDY5. Early/Premature death

Everyone

CGRKLC2. Imagine the average cigarette smoker. How much higher is that person's risk of getting lung cancer, compared to those who have **never** used any tobacco or electronic vapor product?

0	About the same
1	
2	
3	
4	
5	
6	Much higher

Any product user

[IF CGEV100=1 (YES) OR ECEVER=1 (YES) OR LCEVER=1 (YES) OR TCEVER=1 (YES) OR HKEVER=1 (YES) OR HBEVER=1 (YES)]

TBRKLCSE. How much higher is **your** risk of getting lung cancer, compared to those who have **never** used any tobacco or electronic vapor product?

0	About the same
1	

2	
3	
4	
5	
6	Much higher

*Current smokers***[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]****CGREG.** "If I had it to do over again, I would not have started smoking cigarettes." How much do you agree or disagree with this statement?

-2	Strongly disagree
-1	Somewhat disagree
0	Neither disagree nor agree
1	Somewhat agree
2	Strongly agree

*Current smokers***[PLEASE SHOW ON THE SAME SCREEN, AFTER R HAS ALREADY ANSWERED CGREG]****[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)]****[LARGE TEXTBOX]****CGREGWHY.** On the previous question, you answered **[INSERT ANSWER FROM CGREG]**. Why did you answer that way?

Section III: Electronic Vapor Products - Perceptions and Knowledge

If aware of evp

[IF ECAWARE=1 (YES)]

EC2. Next, we are asking more questions about electronic vapor products. Keep in mind that these products include e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens and personal vaporizers/mods.

If aware of evp

[IF ECAWARE=1 (YES)]

ECIMG1. When you hear the phrase **electronic vapor products**, which includes e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens and personal vaporizers/mods, what is the **first** thought or image that comes to mind? **Please list just one thought or image.**

[Record verbatim-coding, do not code]

If aware of evp

[IF ECAWARE=1 (YES)]

ECIMG2. When you hear the phrase **electronic vapor products**, which includes e-cigarettes, e-cigars, e-hookahs, e-pipes, vape pens, hookah pens and personal vaporizers/mods, what is the **second** thought or image that comes to mind? **Please list just one thought or image.**

[Record verbatim-coding, do not code]

If aware of evp

[IF ECAWARE=1 (YES)]

ECIMAF1. How do you feel about this thought or image **[POPULATE WITH FIRST THOUGHT OR IMAGE NAMED IN ECIMG1]**? Please rate this thought or image and not the word “electronic vapor product,” itself.

2	Very good
1	Somewhat good
0	Neither bad nor good
-1	Somewhat bad
-2	Very bad

If aware of evp

[IF ECAWARE=1 (YES)]

ECIMAF2. How do you feel about this thought or image **[POPULATE WITH SECOND THOUGHT OR IMAGE NAMED IN ECIMG2]**? Please rate this thought or image and not the word “electronic vapor product,” itself.

2	Very good
1	Somewhat good
0	Neither bad nor good
-1	Somewhat bad
-2	Very bad

If aware of evp

[IF ECAWARE=1 (YES)]

ECAFF*. Please imagine how you would feel using an electronic vapor product. For each emotion, please indicate how much you would feel that emotion while using an electronic vapor product.

	Not at all	A little	Moderately	Quite a bit	Extremely	I don't know
	0	1	2	3	4	9
ECAFF1. Satisfied						
ECAFF2. Excited						
ECAFF3. Anxious						
ECAFF4. Dissatisfied						
ECAFF5. Bored						
ECAFF6. Relaxed						

Current and former smokers who currently use e-vapor products

[IF CGEV100=1 (YES) AND ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

ECCRAV. When I use electronic vapor products...

3	my cravings to smoke a cigarette are reduced completely
2	my cravings to smoke a cigarette are reduced a lot
1	my cravings to smoke a cigarette are reduced a little
0	my cravings to smoke a cigarette are not reduced at all
-7	Not applicable – I do not have cravings to smoke a cigarette

Current and former smokers who have ever tried evps

[IF CGEV100=1 (YES) AND ECEVER=1 (YES)]

ECEJVSCG. How would you compare the experience of using electronic vapor products to smoking regular cigarettes?

1	Electronic vapor products are more enjoyable
0	Equally enjoyable
-1	Electronic vapor products are less enjoyable

Current user (every day some days rarely)

[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

[RANDOMIZE AND RECORD ORDER OF ITEMS ECRESN1-ECRESN9]

ECRESN*. The next questions are about the reasons people use electronic vapor products. For each reason listed, please indicate how important it is to you in your use of electronic vapor products.

Not at all important						Very important
0	1	2	3	4	5	6

ECRESN1. I could use them in places where regular cigarette smoking isn't allowed

ECRESN2. Electronic vapor products are less harmful to me than regular cigarettes

ECRESN3. Electronic vapor products are less harmful to those around me than regular cigarettes

ECRESN4. Electronic vapor products could help me quit smoking regular cigarettes

ECRESN5. Electronic vapor products could help me reduce the number of regular cigarettes I smoke

ECRESN6. Using an electronic vapor product feels like smoking a regular cigarette

ECRESN7. Electronic vapor products are more acceptable than regular cigarettes

ECRESN8. To satisfy my curiosity

ECRESN9. They come in flavors I like

If aware of evp

[IF ECAWARE=1 (YES)]

ECADANY. Do you think people can become addicted to electronic vapor products?

1	Yes
0	No
9	I don't know

Current user (every day some days rarely)

[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

ECADSF. Do you consider yourself addicted to electronic vapor products?

0	Not at all
1	Yes, somewhat addicted
2	Yes, very addicted
9	I don't know

If aware of evp

[IF ECAWARE=1 (YES)]

ECQTEFF. In your opinion, cigarette smokers who also use electronic vapor products while trying to quit smoking cigarettes are...

1	more likely to quit smoking cigarettes.
-1	less likely to quit smoking cigarettes.
0	equally likely to quit smoking cigarettes.

Anyone who has ever tried e-cigarettes

[IF ECEVER=1 (YES)]

ECSTLT. When you first used electronic vapor products, how long did you think you would continue to use them?

1	A few days
2	A few months
3	Less than a year
4	1 to 5 years
5	Longer than 5 years
8	I didn't think about it
9	I don't remember

Current users

[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

ECFUTUSE. Which of the following best describes your thoughts on using electronic vapor products in the future?

1	I will probably use electronic vapor products for only a short time
2	I will probably continue using electronic vapor products for a long time
9	I don't know

*Current users***[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]**

ECHMNOW*. How much do you think about each of the following:

	A lot	A little	Not at all
	2	1	0
ECHMNOW1. <u>How</u> using electronic vapor products might <u>harm</u> your health?			
ECHMNOW2. <u>How</u> using electronic vapor products might <u>harm</u> the health of others around you?			
ECHMNOW3. <u>How</u> using electronic vapor products might <u>improve</u> your health?			

*Anyone who has ever tried e-cigarettes***[IF ECEVER=1 (YES)]**

ECNWHM. Since you started using electronic vapor products, have you heard of any health risks of electronic vapor products that you didn't know about when you started?

1	Yes
0	No
9	I don't remember

*Anyone who has ever tried e-cigarettes***[IF ECEVER=1 (YES)]**

ECSTTHM. When you first used electronic vapor products, how much did you think about how they would harm your future health?

2	A lot
1	A little
0	Not at all

*Anyone who has ever tried e-cigarettes***[IF ECEVER=1 (YES)]**

ECSTTHBE. When you first used electronic vapor products, how much did you think about how they would benefit your future health?

2	A lot
1	A little

0	Not at all
---	------------

If aware of evp

[IF ECAWARE=1 (YES)]

ECPSVHM. Do you think that breathing vapor from other people's electronic vapor products is not at all harmful to one's health, somewhat harmful to one's health, or very harmful to one's health?

0	Not at all harmful to one's health
1	Somewhat harmful to one's health
2	Very harmful to one's health
9	I don't know

If aware of evp

[IF ECAWARE=1 (YES)]

ECFLHM1. Many e-liquids for use in electronic vapor products are flavored. In your opinion, the vapor from these flavors is...

0	Not at all risky to one's health
1	A little risky to one's health
2	Somewhat risky to one's health
3	Very risky to one's health
9	Don't know

If aware of evp

[IF ECAWARE=1 (YES)]

ECFLVSFE*. How much do you agree or disagree with the following statements?

Strongly Disagree	Somewhat Disagree	Neither disagree nor agree	Somewhat Agree	Strongly Agree	Don't know
-2	-1	0	1	2	9

ECFLSFE1. Flavor additives are safe to use in electronic vapor products

ECFLSFE2. Flavor additives that are approved by the Food and Drug Administration (FDA) for use in food are safe when used in electronic vapor products

ECREGL. Electronic vapor products sold in the US are regulated by US authorities to ensure their safety.

If aware of evp

[IF ECAWARE=1 (YES)]

ECCHEM. Please indicate whether you think this statement is true or false: Electronic vapor products do not contain any of the toxic chemicals that can be found in combustible cigarettes.

1	True
2	False
9	Don't know

If aware of evp

[IF ECAWARE=1 (YES)]

[RANDOMIZE OPTIONS BUT RANDOMIZE “LUNG DISEASE OTHER THAN LUNG CANCER” OPTION AFTER “LUNG CANCER”]

ECRKDY*. Imagine that you just began using electronic vapor products every day. What do you think your chances are of having each of the following happen to you if you continue to use electronic vapor products every day?

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

ECRKDY1. Lung cancer

ECRKDY2. Lung disease other than lung cancer (such as COPD and emphysema)

ECRKDY3. Heart disease

ECRKDY4. Become addicted

ECRKDY5. Early/Premature death

If DNK for any ECRKDY1-5

[IF ECRKDY1-5 =9 (DK)]

[RANDOMIZE ORDER BUT KEEP “OTHER” LAST.]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: “We would like to have your answers for each row in this question grid”].

ECRKDK*. In the previous question, you selected *Don't know*. Please indicate the reason(s) why you selected “Don't know”.

ECRKDK1	Health experts are uncertain about the health risks of using electronic vapor products
ECRKDK2	Health experts disagree about the health risks of using electronic vapor products
ECRKDK3	Electronic vapor products are too new to know their health risks
ECRKDK4	I do not know enough about electronic vapor products
ECRKDK5	I have heard conflicting information about the health risks of electronic vapor products
ECRKDK6	Other [Specify]

1	Yes
0	No

If DNK for any ECRKDY1-5

[IF ECRKDY1-5 =9 (DK)]

ECDKCRN. How concerned are you about not knowing of the health risks of using electronic vapor products?

0	Not at all concerned
1	A little concerned

2	Moderately concerned
3	Very concerned

If aware of evp

[IF ECAWARE=1 (YES)]

[RANDOMIZE OPTIONS. KEEP SAME ORDER AS ECRKDY BUT RANDOMIZE “LUNG DISEASE OTHER THAN LUNG CANCER” OPTION AFTER “LUNG CANCER”]

ECRKSDY*. Now imagine that you just began using electronic vapor products but you use them only once in a while, say at parties or with friends. What do you think your chances are of having each of the following happen to you if you continue to use electronic vapor products only once in a while?

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

ECRKSDY1. Lung cancer

ECRKSDY2. Lung disease other than lung cancer (such as COPD and emphysema)

ECRKSDY3. Heart disease

ECRKSDY4. Become addicted

ECRKSDY5. Early/Premature death

If aware of evp

[IF ECAWARE=1 (YES)]

ECHMVSCG. Is using electronic vapor products less harmful, about the same, or more harmful than smoking regular cigarettes?

-1	Less harmful
0	About the same level of harm
1	More harmful
9	I don't know

If aware of evp

[IF ECAWARE=1 (YES)]

ECEXPKNW. How much do you think health scientists/experts know about the health effects of electronic vapor products?

1	Almost nothing
2	Very little
3	Some
4	A lot

*If aware of evp***[IF ECAWARE=1 (YES)]****ECEXPAGR.** How much do health experts/scientists agree about the risks or benefits of using electronic vapor products?

0	Do not agree at all
1	Agree a little
2	Agree a lot
3	Agree completely

*If aware of evp***[IF ECAWARE=1 (YES)]****[RANDOMIZE AND RECORD ORDER OF ITEMS ECTRSAY1-ECTRSAY7]****ECTRSAY*.** How much do you trust what each of the following say about the health effects of electronic vapor products?**ECTRSAY1.** Health experts and scientists**ECTRSAY2.** Companies that manufacture and sell cigarettes and cigars**ECTRSAY3.** Companies that only manufacture and sell electronic vapor products**ECTRSAY4.** The Food and Drug Administration (FDA)**ECTRSAY5.** The Centers for Disease Control and Prevention (CDC)**ECTRSAY6.** The news media (newspapers, magazines, TV, Internet)**ECTRSAY7.** Vape shop employees

-2	Strongly distrust
-1	Somewhat distrust
0	Neutral
1	Somewhat trust
2	Strongly trust
9	Don't know

*Current users***[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]****ECREG.** "If I had it to do over again, I would not have started using electronic vapor products."
How much do you agree or disagree with this statement?

-2	Strongly disagree
-1	Somewhat disagree
0	Neither disagree nor agree
1	Somewhat agree
2	Strongly agree

*Current users***[PLEASE SHOW ON THE SAME SCREEN, AFTER R HAS ALREADY ANSWERED ECREG]****[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]****[LARGE TEXTBOX]**

ECREGWHY. On the previous question, you answered [insert answer]. Why did you answer that way?

If aware of evp

[IF ECAWARE=1 (YES)]

ECWARN. In the past 30 days, how often, if at all, have you noticed the health warnings on packages of electronic vapor products?

0	Never
1	Rarely
2	Sometimes
3	Often
4	Very often

If aware of evp

[IF ECAWARE=1 (YES)]

[IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: “We would like to have your answers for each row in this question grid”].

ECADV*. In the past 30 days, in which of the following places, if any, have you seen or heard advertisements for electronic vapor products?

ECADV1	Magazines
ECADV2	Newspapers
ECADV3	Television
ECADV4	Radio
ECADV5	Internet / social media
ECADV6	Store (inside or outside)
ECADV7	Movies
ECADV8	Billboards
ECADV9	Some other place [specify]

1	Yes
0	No

Section IV: Little cigars, Cigarillos, or Filtered Cigars - Perceptions and Knowledge

If aware of LCCs

[Record verbatim-coding, do not code]

[IF LCAWARE=1 (YES)]

LCIMG1. When you hear the phrase **little cigars, cigarillos, or filtered cigars**, what is the **first** thought or image that comes to mind? **Please list just one thought or image.**

If aware of LCCs

[Record verbatim-coding, do not code]

[IF LCAWARE=1 (YES)]

LCIMG2. When you hear the phrase **little cigars, cigarillos, or filtered cigars**, what is the **second** thought or image that comes to mind? **Please list just one thought or image.**

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCIMAF1. How do you feel about this thought or image **[POPULATE WITH FIRST THOUGHT OR IMAGE NAMED IN LCIMG1]**? Please rate this thought or image and not the phrase “little cigars, cigarillos, or filtered cigars” itself.

2	Very good
1	Somewhat good
0	Both good and bad
-1	Somewhat bad
-2	Very bad

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCIMAF2. How do you feel about this thought or image **[POPULATE WITH SECOND THOUGHT OR IMAGE NAMED IN LCIMG2]**? Please rate this thought or image and not the phrase “little cigars, cigarillos, or filtered cigars” itself.

2	Very good
1	Somewhat good
0	Both good and bad
-1	Somewhat bad
-2	Very bad

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCAFF*Please imagine how you would feel smoking a little cigar, cigarillo, or filtered cigar. For each row, please indicate how much you would feel that emotion while smoking a little cigar, cigarillo, or filtered cigar.

	Not at all	A little	Moderately	Quite a bit	Extremely	I don't know
	0	1	2	3	4	9
LCAFF1. Satisfied						
LCAFF2. Excited						

LCAFF3. Anxious						
LCAFF4. Dissatisfied						
LCAFF5. Bored						
LCAFF6. Relaxed						

If answered 3 to LCMJ

[DISPLAY IF LCMJ= 3]

LCONLY. As you answer the next set of questions on **little cigars, cigarillos, and filtered cigars**, please think ONLY about your use of these products **without marijuana** in them.

[NEW SCREEN]

Ever smokers who have ever tried little cigars or cigarillos per C2

[IF CGEV100=1 (YES) AND LCEVER=1 (YES)]

LCEJVSCG. How would you compare the experience of smoking little cigars, cigarillos, or filtered cigars to smoking regular cigarettes?

1	Little cigars, cigarillos, or filtered cigars are more enjoyable
0	About the same
-1	Little cigars, cigarillos, or filtered cigars are less enjoyable

Current users

[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

[RANDOMIZE]

LCRESN*. The next questions are about the reasons people smoke little cigars, cigarillos, or filtered cigars. For each reason listed, please indicate how important it is to you in your past or current use of little cigars, cigarillos, or filtered cigars.

Not at all important						Very important
0	1	2	3	4	5	6

LCRESN1. Little cigars, cigarillos, or filtered cigars are more affordable than cigarettes

LCRESN2. Little cigars, cigarillos, or filtered cigars are less harmful than cigarettes

LCRESN3. Little cigars, cigarillos, or filtered cigars could help me quit smoking cigarettes

LCRESN4. Little cigars, cigarillos, or filtered cigars are more acceptable than cigarettes

LCRESN5. I enjoy the smell of little cigars, cigarillos, or filtered cigars

LCRESN6. They come in flavors I like

LCRESN7. To satisfy my curiosity

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCADANY. Do you think people can become addicted to little cigars, cigarillos, or filtered cigars?

1	Yes
0	No

9	I don't know
---	--------------

*Current users***[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]****LCADSF.** Do you consider yourself addicted to little cigars, cigarillos, or filtered cigars?

0	Not at all
1	Yes, somewhat addicted
2	Yes, very addicted
9	I don't know

*If aware of LCCs***[IF LCAWARE=1 (YES)]****LCQTEFF.** In your opinion, are cigarette smokers who also smoke little cigars, cigarillos, or filtered cigars while trying to quit smoking cigarettes...

1	more likely to quit smoking cigarettes
-1	less likely to quit smoking cigarettes
0	equally likely to quit smoking cigarettes

*Anyone who has ever tried little cigars or cigarillos***[IF LCEVER=1 (YES)]****LCSTLT.** When you first started to smoke little cigars, cigarillos, or filtered cigars, how long did you think you would continue to smoke them?

1	A few days
2	A few months
3	Less than a year
4	1 to 5 years
5	Longer than 5 years
6	I didn't think about it
9	I don't know

*Current users***[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]****LCFUTUSE.** Which of the following best describes your thoughts on smoking little cigars, cigarillos, or filtered cigars in the future?

1	I will probably smoke little cigars, cigarillos, or filtered cigars for only a short time
2	I will probably continue smoking little cigars, cigarillos, or filtered cigars for a long time
9	I don't know

*Current users***[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]****LCHMNOW.** How much do you think about each of the following?

	A lot	A little	Not at all
	2	1	0
LCHMNOW1. <u>How</u> smoking little cigars, cigarillos, or filtered cigars might harm your health?			
LCHMNOW2. <u>How</u> smoking little cigars, cigarillos, or filtered cigars might harm the health of others around you?			

Anyone who has ever tried little cigars or cigarillos

[IF LCEVER=1 (YES)]

LCNWHM. Since you started smoking little cigars, cigarillos, or filtered cigars, have you heard of any health risks of little cigars, cigarillos, or filtered cigars that you didn't know about when you started?

1	Yes
0	No
9	I don't know

Anyone who has ever used little cigars or cigarillos

[IF LCEVER=1 (YES)]

LCSTTH. When you first started to smoke little cigars, cigarillos, or filtered cigars, did you think more about how smoking little cigars, cigarillos, or filtered cigars would affect your future health or about how you were trying something new and exciting?

2	Thought more about future health
1	Thought more about trying something new and exciting
0	I did not think about either of these

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCADD. Many little cigars, cigarillos, or filtered cigars are flavored. In your opinion, the use of these flavors in little cigars, cigarillos, or filtered cigars is...

0	Not at all risky to one's health
1	A little risky to one's health
2	Somewhat risky to one's health
3	Very risky to one's health
9	Don't know

If aware of LCCs

[IF LCAWARE=1 (YES)]

[RANDOMIZE OPTIONS BUT RANDOMIZE “LUNG DISEASE OTHER THAN LUNG CANCER” OPTION AFTER “LUNG CANCER”]

LCRKDY*. Imagine that you just began smoking little cigars, cigarillos, or filtered cigars every day. What do you think your chances are of having each of the following happen to you if you continue to smoke little cigars, cigarillos, or filtered cigars every day?

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

LCRKDY1. Lung cancer

LCRKDY2. Lung disease other than lung cancer (such as COPD and emphysema)

LCRKDY3. Heart disease

LCRKDY4. Become addicted

LCRKDY5. Early/Premature death

If DNK for any LCRKDY1-5

[IF LCRKDY1-5 =9 (DNK)]

[RANDOMIZE ORDER BUT KEEP “OTHER” LAST.]

IF ANY GRID ROW IS REFUSED, PROMPT WITH THE FOLLOWING TEXT: “We would like to have your answers for each row in this question grid”].

LCRKDK*. In the previous question, you selected *Don't know*. Please indicate the reason(s) why you selected “Don't know”.

LCRKDK1	Health experts are uncertain about the health risks of using little cigars, cigarillos, or filtered cigars
LCRKDK2	Health experts disagree about the health risks of using little cigars, cigarillos, or filtered cigars
LCRKDK4	I do not know enough about little cigars, cigarillos, or filtered cigars
LCRKDK5	I have heard conflicting information about the health risks of little cigars, cigarillos, or filtered cigars
LCRKDK6	Other [Specify]

1	Yes
0	No

If aware of LCCs

[IF LCAWARE=1 (YES)]

[RANDOMIZE OPTIONS : PLEASE KEEP ORDER AS LCRKDY BUT RANDOMIZE “LUNG DISEASE OTHER THAN LUNG CANCER” OPTION AFTER “LUNG CANCER”]

LCRKSDY*. Now imagine that you just began smoking little cigars, cigarillos, or filtered cigars but you smoke them only once in a while, say at parties or with friends. What do you think

your chances are of having each of the following happen to you if you continue to smoke little cigars, cigarillos, or filtered cigars **only once in a while**?

No chance						Very good chance	I don't know
0	1	2	3	4	5	6	9

LCRKSDY1. Lung cancer

LCRKSDY2. Lung disease other than lung cancer (such as COPD and emphysema)

LCRKSDY3. Heart disease

LCRKSDY4. Become addicted

LCRKSDY5. Early/Premature death

If aware of LCCs

[IF LCAWARE=1 (YES)]

LCHMVSCG. Is smoking little cigars, cigarillos, or filtered cigars less harmful, about the same, or more harmful than smoking regular cigarettes?

-1	Less harmful
0	About the same level of harm
1	More harmful
9	I don't know

Current users

[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

LCREG. "If I had it to do over again, I would not have started smoking little cigars, cigarillos, or filtered cigars." How much do you agree or disagree with this statement?

-2	Strongly disagree
-1	Somewhat disagree
0	Neither disagree nor agree
1	Somewhat agree
2	Strongly agree

[PLEASE SHOW LCREGWY ON THE SAME SCREEN, AFTER R HAS ALREADY ANSWERED LCREG]

Current users

[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]

[LARGE TEXTBOX]

LCREGWHY. On the previous question, you answered **[INSERT ANSWER FROM LCREG]**. Why did you answer that way?

Section V: General Addiction/Dependence and Perceptions

User of any tobacco product

[IF CGNOW=1 OR 2 (EVERY DAY OR SOME DAYS)] OR
[IF ECNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]
OR
[IF LCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]
OR
[IF TCNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]
OR
[IF HKNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]
OR
[IF HBNOW=1 OR 2 OR 3 (RARELY OR SOME DAYS OR EVERY DAY)]
DEP1. How soon after you wake do you use a tobacco or electronic vapor product?

3	Within 5 minutes
2	6-30 minutes
1	31-60 minutes
0	After 60 minutes

Everyone

WORRYLC. How often do you worry about getting lung cancer?

1	Rarely or never
2	Sometimes
3	Often
4	All of the time

Ever cigarette smokers

[IF CGEV100=1 (YES)]

RKLCFR. How likely do you think it is that you will develop lung cancer in the future?

2	Very unlikely
1	Somewhat unlikely
0	Neither unlikely nor likely
1	Somewhat likely
2	Very likely

Everyone

LKCURE. Overall, how many people who develop lung cancer do you think are cured?

1	Less than one quarter
2	About one quarter
3	About half
4	About three quarters
5	Nearly all

Everyone

PAINLC. Please tell me how much you know about the pain and suffering you would feel if you had lung cancer. Would you say you know...

4	A lot
---	-------

3	A moderate amount
2	A little
1	Not much at all

Everyone

NTADDCT. To what extent, if at all, do you agree that **nicotine** is the main substance in tobacco that makes people become addicted to tobacco products?

-2	Strongly disagree
-1	Somewhat disagree
0	Neither disagree nor agree
1	Somewhat agree
2	Strongly agree
9	I don't know

Everyone

[RANDOMIZE LIST]

Tobacco products, including electronic vapor products, contain nicotine. When used by the following groups, how harmful is nicotine in amounts usually found in tobacco products?

NTHMADLT. Adults

NTHMCHLD. Children (under 13 years old)

NTHMTEEN. Teenagers (13 – 18 year olds)

NTHMPREG. Pregnant women and their fetuses

NTHMPREX. People with pre-existing medical conditions, such as heart disease, diabetes, asthma, COPD

3	Definitely harmful
2	Maybe harmful
1	Unlikely harmful
0	Not harmful
9	Don't know

Section VI: World Views*Everyone***[RANDOMIZE AND RECORD ORDER]**

WV1. People in our society often disagree about how far to let individuals go in making decisions for themselves. How strongly do you agree or disagree with each of these statements?

Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree
1	2	3	4	5	6

IINTRSTS The government interferes far too much in our everyday lives.

CHARM Sometimes government needs to make laws that keep people from hurting themselves.

IPROTECT It's not the government's business to try to protect people from themselves.

IPRIVACY The government should stop telling people how to live their lives.

CPROTECT The government should do more to advance society's goals, even if that means limiting the freedom and choices of individuals.

CLIMCHOI Government should put limits on the choices individuals can make so they don't get in the way of what's good for society.

*Everyone***[RANDOMIZE AND RECORD]**

WV2. People in our society often disagree about issues of equality and discrimination. How strongly do you agree or disagree with each of these statements?

Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree
1	2	3	4	5	6

HEQUAL We have gone too far in pushing equal rights in this country.

EWALTH Our society would be better off if the distribution of wealth was more equal.

ERADEQ We need to dramatically reduce inequalities between the rich and the poor, whites and people of color, and men and women.

EDISCRIM Discrimination against minorities is still a very serious problem in our society.

HREVDIS2 It seems like blacks, women, homosexuals and other groups don't want equal rights, they want special rights just for them.

HFEMININ Society as a whole has become too soft and feminine.